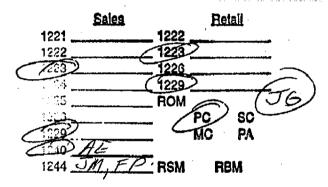
Œ E-Mail

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet



RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610 PROMOTIONAL COORDINATOR

8899 MAIN STREET WILLIAMSVILLE, NY 14221 (716) 634-4179 FAX (716) 634-3145

November 13, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

JANUARY: WINSTON . 70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Paul:

We have placed orders for *Winston Tear Tape* product (.35¢/Pack) as listed to pack and ship this promotion to your participating retail accounts. <u>1830</u> SKUs of Sleeve Displays (item #536285) have been ordered to Consolidated Industries to pack this Promotion.

Product PO # ER2536-01

	<u>Winston</u>	#/ (6M)
UPC Code	Brand Styles	<u>Cases</u>
12300-24876	Light Box	122(**)
12300-22772	Filter Box	122(**)

**16 Cases (each style) are to be used for 7-11 stores. Obtain store list from 7-11 Headquarters.

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane):

December 8, 1997

Premium Arrival (@ Consolidated):

December 11, 1997

Ship Date to Retail:

January 5, 1998

Sleeves / Display (Item #536285)

SKU CUBE:

0.8260

SKU WT (w/o Product):

1.5000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$66,802.62

<u>Promotion Description</u>: Utilize self-contained shipper displays. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each:

Winston Filter Box and Winston Light Box.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

RJR will reimburse you \$28.00 per <u>live 12M case</u> for all displays packed and shipped to retail on a timely basis. This equates to <u>\$3,416.00</u> (122 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility

for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retall, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

51850 616

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUS: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

JANUARY: WINSTON .70¢ OFF 2-PACK PURCHASE / PROMO #800008																	
RETAIL DISTRIBUTION DATE: 1/5/98						NUMBER OF DISPLAYS PER GROUP PER STATE											
CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/	cr	DEE:	MA	* MĐ	ME	N##		NY	ФН	G U Y A H D O A	PA	RI		
A-PLUS/ SUNOCO	304	See List	401	1		29			3	16	83			265	4		
AMOCO	58	1	58			1	-			27	2			29			
BP OIL	44	See List	78											78			
COASTAL MART	36	2	72			<u> </u>				22			1	50			
COOKS CONVENIENT	7	See List	10	İ				:			10						
COUNTRY FAIR	69	See List	242								8	32		202			
CONV EXPRESS	5	See Lis <u>t</u>	11		·			:			11						
EXPRESS MART	40	See List	44					-			44						
HESS MART	51	*See List	95				-			4	75			16			
HESS STATION	155	See List	178	1		2				28	104			42	1		
J MART	8	1	8								8						
KRAUSZERS	12	See List	34	34													
MANLEY'S	11	_‱ See List	12								12						
MOBIL / ON THE RUN	100	See List	119	15		32			20		46				6		
QUICKWAY -1	29	7	29								29						
7/11 - HANDEE MART	24	See List	61				•					2	32	27			
7/11 - SOUTHLAND		Ann a base of the	20	7-11 WILL PROVIDE SPECIFIC STORE LIST TO McLANE													
SUGARCREEK (*Not Participating)	79	1	79								79						
SUNRISE FOODS	16	1	16								16						
MODERANDENTO O CHARLE QUARTO	32	See List	25								40						
INDEPENDENTS & SMALL CHAINS TOTALS	1080	"See List.	35 1822	52	0	6 69	2	0	3 26	101	12 539	34	22	7 716			
IVIALV	1000		1022	72	U	62		U	40	10.1	ວນສ	34	32	/10	11		

(MC-STJAN.XLS)11/25/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

1919 ØS81S